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DeMaio

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(54) **SYSTEM AND METHOD OF PROVIDING AUCTIONS AND REAL-TIME BIDDING FOR USERS OF PLATFORMS OPERATING ON A REWARDS-BASED, UNIVERSAL, INTEGRATED CODE BASE**

(71) Applicant: **Phinge Corporation**, Incline Village, NV (US)

(72) Inventor: **Robert Charles DeMaio**, Incline Village, NV (US)

(73) Assignee: **Phinge Corporation**, Incline Village, NV (US)

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See application file for complete search history.

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Primary Examiner — Alexis M Casey

(57) **ABSTRACT**

Disclosed is a plurality of computer servers operating a rewards-based, universal, integrated code base in which each respective platform operating on the code base agrees to an information exchange, payment and rewards framework. The rewards-based, universal, integrated code base is a single code base including an aggregation of each respective platform and which enables at least one or more of rewards, payments and data sharing between each respective platform in the rewards-based, universal, integrated code base such that users do not open or close different platforms. The rewards-based, universal, integrated code base includes an auction management module that enables users to participate in real-time auctions in novel ways.

21 Claims, 31 Drawing Sheets